

**Yelizarov I., Kurbatova T., Nechaev D.  
I. Mel'nikova, research supervisor  
Kryvyi Rih National University**

## **CONTENT MARKETING STRATEGY**

How to create a content strategy that will increase sales by 40 %, and reduce advertising costs by 15%? The answer is quite simple. It includes the creation of a blog, filling it with some useful information and sending out press releases. Here are some steps for organizing an effective content strategy and get some tangible results.

Step 1: Create a blog.

The main tool of organizing of content marketing implies a site or a blog dedicated to the business's issues.

Articles on the site should duplicate the information that is already on the Internet. Only new data in your field, only the recent information matter.

The access to the site is provided by your own domain. It is important from the strategic point of view of planning and developing the content strategy of your company.

You should write articles in the post of your blog three times a week. An important channel for the content marketing is Twitter. The most important and interesting news items related to your product and business area also submit to a tweet feed.

Step 2. Create an online useful library.

It may include books useful for your business area. A great option for portrait format selections is a documentary format 'whitepaper'. But a book is not the only thing you can offer to your customers.

Webinars from your staff is a powerful engine of the brand. In addition, they will be able to close up the gaps in information: the whitepaper will not give as much information as a real person who sees the customers' questions.

Step 3. Invite partners.

An interesting and relevant content sent to the site three times a week is quite a lot. If your company does not have a team of editors, it is best to invite external marketers who will help create the content. These are the strategic partners of your content strategy.

We must look for professionals not working in the same field as you, but relating to it. In this way, the content will be issue-related, and your company will not compete with other professionals' companies.

Step 4. The content should go beyond your blog.

It is inefficient and even unwise and unfair if really interesting and useful information remains only on one site and it can read by already covered audience only. Each time, you have to think about new distribution channels. Four visits to other sites every three months will be enough to spread the word about the brand.

Step 5. Strategic goals.

It is important how you evaluate the future results of the content marketing. And what will you do to make the content marketing efficient? Answer this important question: which keywords should your blog be associated with in the first lines of search results? And the second question: how many readers should visit your site by the end of this quarter or even by the end of this year?

#### Step 6. Sending out press releases.

One of the ways to promote and to improve SEO positions and traffic is a press release. You have to decide which electronic media will be a good platform for your press releases.

On the Internet, there is a press release service for online distribution. You can use it as well. Note that this press release should have an interesting and eye-catching headline and be provided with photographs.

#### Step 7. Make it popular.

Your services are no doubt interesting not for a small group but a large number of people. This must be reflected not only in the issues of the blog, but also in the presentation of the material itself. Try to make the writing style most accessible and understandable for as many people as possible.

#### Step 8. Not only articles.

In addition to the posts in your blog, you should not forget about other forms of content promotion, namely: social networking, press releases, and twitter. Master new formats of conveying the necessary information to your audience.